

IN THE CLAIMS

Please amend the claims as follows where new material is indicated with an underline and deleted material is indicate by ~~strike through~~ or ~~[[brackets]]~~.

1. (Currently Amended) A method of generating and inserting indicators an indicator into a video stream, said method comprising:

generating a time code signal that is synchronized with the video stream and ~~provides a~~ numerical indication of the location of the video stream that corresponds to a video signal address of said video stream;

applying the time code signal to an address generator that decodes the time code signal and generates a ~~[[the]]~~ corresponding ~~video signal~~ address signal;

applying the corresponding ~~video signal~~ address signal to a database, said database storing a plurality of indicators;

~~generating said indicators at an end-user site and storing said indicators in said database;~~

accessing a set of ~~[[said]]~~ indicators that are stored in said database ~~in response to using~~ said time code signal at said video signal address signal as an address into said database; and

encoding said video stream with said set of indicators accessed from said database using said address signal;

~~applying user profile and preference data to a recognition device;~~

~~comparing the user profile and preference data with the video stream encoded with said indicators; and~~

~~displaying said encoded video stream at a display device.~~

2. (Currently Amended) The method as set forth in ~~[[of]]~~ claim 1 wherein said step of encoding said video stream with indicators comprises encoding said video stream with content indication tags.

3. (Currently Amended) The method as set forth in [[of]] claim 1 wherein said step of encoding said video stream with indicators comprises encoding said video stream with segment division markers.

4. (Currently Amended) The method as set forth in [[of]] claim 1 wherein said step of generating encoding said video stream with said set of indicators is performed using a vertical blanking interval encoder by video recognition of content of said video stream.

5. (Currently Amended) A system for encoding a video stream with indicators, said system comprising:

- a time code generator that generates a time code signal that is synchronized with the video stream ~~and provides a numerical indication of the location of the video stream that corresponds to a video signal address of said video stream;~~
- an address generator that receives the time code signal, decodes the time code signal, and generates a [[the]] corresponding ~~video signal address~~ signal;
- ~~an indicator generator that generates said indicators of said video stream;~~
- a database, said database having said indicators stored therein, said database receiving ~~that receives~~ the corresponding ~~video signal~~ address signal and generating ~~generates~~ an indicator signal in response to said corresponding ~~video signal~~ address signal; and
- an encoder that encodes said video stream with said indicator signal to generate a video stream encoded with said indicators;
- a recognition device that receives user profile and preference data and said video stream ~~encoded with said indicators and compares the user profile and preference data with the video stream encoded with said indicators;~~ and
- a display device that displays said video stream encoded with said indicators based on the results of the comparison performed by the recognition device.

6. (Currently Amended) The method system as set forth in [[of]] claim 5 wherein said indicators are content indication tags.

7. (Currently Amended) The method system as set forth in [[of]] claim 5 wherein said indicators are segment division markers.

8 – 40. (Cancelled)

41. (New) The method as set forth in claim 1 wherein said step of encoding said video stream with said set of indicators is performed using a horizontal blanking interval encoder.

42. (New) The method as set forth in claim 1 wherein said step of encoding said video stream with said set of indicators is performed using a back channel encoding techniques.

43. (New) The method as set forth in claim 1 wherein said step of encoding said video stream with said set of indicators is performed by encoding said set of indicators within a digital video stream.

44. (New) The method as set forth in claim 43 wherein said set of indicators are identified in said digital video stream using a data program identification (PID).

45. (New) The method as set forth in claim 1 wherein said step of encoding said video stream with indicators comprises encoding XML code within said video stream.

46. (New) The method as set forth in claim 1 wherein said step of encoding said video stream with indicators comprises encoding a trigger to generate an enhanced video signal within said video stream.

47. (New) The method as set forth in claim 1 wherein said step of encoding said video stream with indicators comprises encoding a trigger to access internet address within said video stream.

48. (New) The system as set forth in claim 5 wherein said encoder comprises a horizontal blanking interval encoder.

49. (New) The system as set forth in claim 5 wherein said encoder uses back channel encoding techniques.

50. (New) The system as set forth in claim 5 wherein said encoder encodes encoding said set of indicators within a digital video stream.

51. (New) The system as set forth in claim 50 wherein said set of indicators are identified in said digital video stream using a data program identification (PID).

52. (New) The system as set forth in claim 5 wherein said encoder encodes XML code within said video stream.

53. (New) The system as set forth in claim 5 wherein said encoder encodes a trigger to generate an enhanced video signal within said video stream.

54. (New) The method as set forth in claim 5 wherein said encoder encodes a trigger to access internet address within said video stream.

55. (New) The system as set forth in claim 5 wherein said encoder comprises a vertical blanking interval encoder.